



**Big Brothers
Big Sisters®**

OF THE BLUEGRASS

**Community
Impact Report**

VOL. 1

DEFENDERS OF POTENTIAL

2018



BOLD NEW LOOK. SAME URGENT MISSION.

You may have noticed that Big Brothers Big Sisters of the Bluegrass (BBBS Bluegrass) has a new look and feel. **That's because in 2018, Big Brothers Big Sisters agencies across the country underwent a BIG rebrand. We've sharpened our focus. Reimagined how we do things. Modernized how we look and talk. And we are creating new, exciting ways to put our Littles first, like never before.** From here on out, you'll hear us talk a lot about potential. Potential lives within every kid. Yet, more than 8.5 million kids are still in need of someone who will stand in their corner. In the Bluegrass alone, there are over 200 kids waiting for a Big. We are the new Big Brothers Big Sisters of the Bluegrass. We're here to defend every kid's potential. We're ready to build the biggest possible future. Together. And this is just the beginning.



THIS IS THE CAPITAL.

The capital is a letterform that tells our story. The story of an organization that creates connections that matter.

When the "B" is used alone, we call it The Capital. It is a powerful symbol of the real-life match that creates a whole, greater than the sum of its parts.



This idea represents the story of a Little and their parents or guardians aligning with our organization to build momentum toward reaching their full potential. The elements of the lowercase b stand as a powerful symbol but do not tell the complete story.



With the addition of Bigs, the equal parts create meaningful intersection. As the upper piece of the B is added, the relationship balances and becomes stronger and bigger.

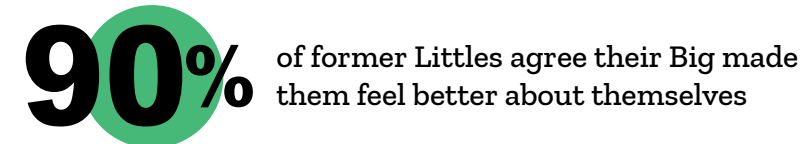
BBBS BLUEGRASS NAMED ONE OF TOP AGENCIES IN NATION



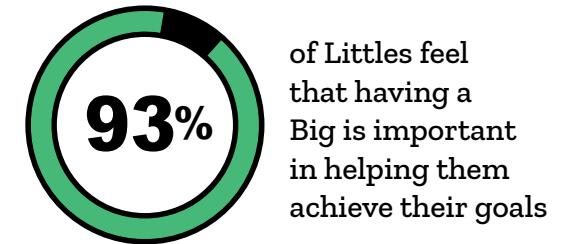
Out of nearly 300 Big Brothers Big Sisters agencies in the United States, BBBS of the Bluegrass was one of only 28 that was recognized as a Quality Award Winner in 2018. The Quality Award was presented to BBBS of the Bluegrass for its excellent community programming.

OUR IMPACT IS EVIDENT

DEFENDING POTENTIAL



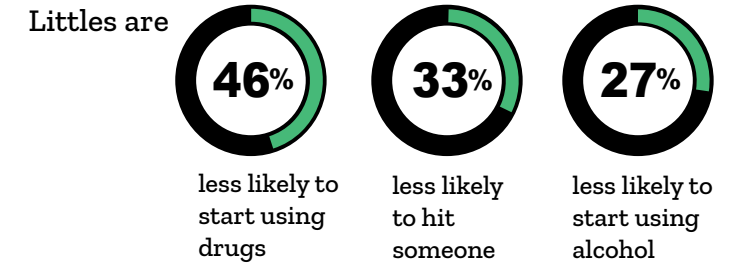
INSPIRING POTENTIAL



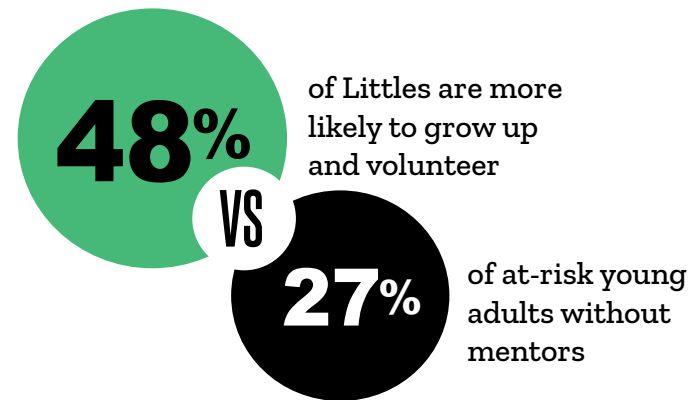
EMPOWERING POTENTIAL



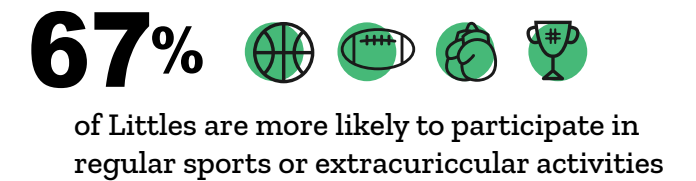
PROTECTING POTENTIAL



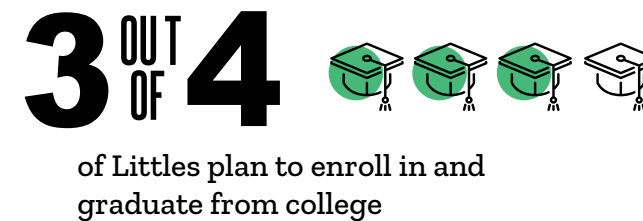
STRENGTHENING POTENTIAL



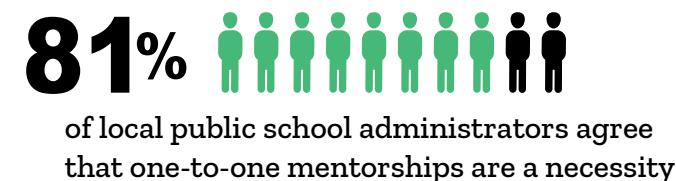
ENCOURAGING POTENTIAL



FULFILLING POTENTIAL



SUPPORTING POTENTIAL



ENDLESS POTENTIAL

IN 2018, WE SERVED...
Over **450** Kids
BUT THERE'S STILL
200+ Littles on our waiting list ...
Some who have been waiting for over 2 years.

OUR MENTORS ARE A **BIG DEAL**

SCHOOL-PLUS PROGRAM

It may sound obvious, but sometimes the best place to help a child realize their potential is at school. Kids enjoy having their Bigs meet with them there, whether it's in the classroom or on the playground. Teachers report that students come back from time with their Big filled with confidence, smiling, ready to learn, and eager to succeed. **In 2018, we served 73 children in our School-Plus Program! School-Plus partners included William Wells Brown, Booker T. Washington, and Breckinridge Elementary Schools in Fayette County.**



COMMUNITY-BASED PROGRAM

Many of our Bigs and Littles participate in our Community-Based Program. Community-Based mentoring relationships involve one-on-one outings and activities doing things Bigs and Littles can enjoy together, like taking a walk in the park, going to a museum, attending one of our events, or just hanging out and talking! Some get together with their Littles on weekday evenings. Some meet one hour each week. Some meet for several hours one day every month. Each match is unique and develops a schedule that works for them. **As of 2018, we are happy to report that the average match length in our Community-Based Program exceeded 2.5 years!**



HIGH SCHOOL BIGS PROGRAM

In addition to our traditional School-Plus Program, we also offer a High School Bigs program in Montgomery and Jessamine Counties. This program matches elementary school children with high school students for a fun learning experience for both the Big and Little. Much like our School-Plus Program, these matches meet an hour a week at the Little's school. At the end of the day, it's really all about starting a friendship, providing guidance and inspiring a child to reach their potential – and our High School Bigs are left with a unique, eye-opening experience that helps them become more well-rounded adults. **In 2018, we had over 60 active Bigs in our High School Bigs Program. High School Bigs elementary school partners included Camargo, Mapleton, Mt. Sterling, and Northview Elementary Schools in Montgomery County, and Rosenwald Dunbar in Jessamine County.**



MEET SOME OF OUR **2018 MATCHES**

BIG BROTHER **TREVOR** + LITTLE BROTHER **AMARION**



"When I was growing up, my brother was the most influential person in my life and I wanted to be just like him. I have been able to do the things I have done and earn the things that I've wanted because of him. I hope that I can serve as some kind of role model in a similar capacity for Zay (Amarion)."

– Big Brother Trevor
School-Plus Program, Fayette County

"I trust her a lot. I feel like she's my real big sister!"

– Little Sister Adrianna
Community-Based Program, Fayette County

BIG SISTER **KRISTIN** + LITTLE SISTER **ADRIANNA**



BIG BROTHER **ZANE** + LITTLE BROTHER **LANDYN**

"I feel like Big Brothers Big Sisters has made me a better person, and it makes me feel good that I'm doing something productive in my community that provides help to the kids that need it most."

– Big Brother Zane
High School Bigs Program, Montgomery County



OTHER WAYS TO SHOW YOUR SUPPORT



MAKE A CONTRIBUTION

GENERAL DONATIONS

General donations can be made in a variety of ways, including:

- On our website at bbbs-bluegrass.org.
- Workplace giving, through an employee giving portal and/or matching gifts.
- Via check or cash, mailed to our primary office location at 436 Georgetown Street, Lexington, KY 40508.
- Through our Facebook page at facebook.com/BBBSBluegrass. You can even create your own fundraiser for your birthday or other special occasions!

IN-KIND + TICKET DONATIONS

In addition to monetary donations, BBBS benefits BIG time from in-kind donations, like:

- Donations of event or sports tickets that can be used by our matches
- Board games for our School-Plus Program
- Food for match activities and fundraising events
- Items for our annual gala's silent auction
- Other physical items that might benefit our matches and families. Past requests have included bed frames, mattresses, clothing, shoes, Christmas trees, etc.



SHOPPING + DINING

AMAZON SMILE

Amazon Smile provides the exact same products and secure checkout from Amazon. The BIG difference is that for every purchase made through Amazon Smile, Amazon will make a donation to charity!

To register for Amazon Smile:

1. Create an Amazon account at amazon.com.
2. If you already have an account, visit smile.amazon.com, search for "Big Brothers Big Sisters of the Bluegrass," and choose us as your charity.
3. Shop and help us help others!

KROGER COMMUNITY REWARDS

With every qualified purchase you make at your local Kroger store, a percentage can be given to Big Brothers Big Sisters of the Bluegrass to help fund our mentoring programs!

To register for Kroger Community Rewards:

1. Link your Kroger Plus Card account by visiting the Community Rewards page at kroger.com/communityrewards.
2. Click "enroll" and type "Big Brothers Big Sisters of the Bluegrass" or "HN236" into the search bar.
3. Make your regular purchases using your Kroger Plus Card. It's that easy!

THIRD-PARTY EVENTS

Stay tuned to our social media pages, email blasts, and website for information on third-party events being held in your community to support BBBS! **2018 events included restaurant and brewery fundraisers, "give back" events at popular shopping spots, and more!**



GET INVOLVED (OUTSIDE OF BEING A BIG)

SERVE ON A COMMITTEE

In addition to our Board of Directors, BBBS of the Bluegrass has a variety of committees that work together on initiatives, events, and other projects throughout the year. We have committees focused on everything from programming and fundraising to fun events, like our annual Fly Away Bash! Want to learn more about how to get involved? Contact President/CEO Andrea Ooten at aooten@bbbs-bluegrass.org.

EVENT + PROJECT ASSISTANCE VOLUNTEERS

So, you want to volunteer but don't have time to commit to being a Big? You can still assist BBBS by volunteering at one of our many yearly events or by helping us with an in-office project! Past volunteer opportunities have included cooking for our matches, doing arts and crafts, etc. In-office projects vary, but may include assisting with large mailings, organizing files or rooms, painting facilities, and more. For more information, contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.

WORKPLACE VOLUNTEER PROGRAMS

Do you work for a company that promotes corporate responsibility and encourages civic engagement? If so, your business may be a great candidate for a workplace volunteer program. We work with multiple businesses to offer ways for their employees to volunteer during the workday. **2018 partners included The City of Lexington, Valvoline, Traditional Bank, Lexmark, and Software Information Systems (SIS).** To learn more, contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.

HOST A LUNCH AND LEARN

If you work for a civically-minded organization, you may be interested in hosting a Lunch and Learn. We bring the lunch, and you do the learning! Or, we can speak at your regularly scheduled staff meeting about ways to get involved with BBBS. Whatever the occasion may be, we are flexible and are willing to work with the structure and schedule at your place of work. Interested? Contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.



COMMUNITY PARTNERSHIPS

BBBS has a variety of community partners throughout Central Kentucky. We offer a wide array of benefits and promotional opportunities in exchange for monetary and in-kind sponsorships. To learn more about Community Partnerships, contact Community Engagement Director Afton Fairchild at afairchild@bbbs-bluegrass.org.



FUNDRAISING + EVENTS

We hold several fundraising initiatives throughout the year, some of which are accompanied by events. From fun peer-to-peer campaigns like "10 for 10" and "Bowl for Kids' Sake" to exciting events like our annual gala, "The Fly Away Bash", there's something for everyone to get involved in! For more, see Page 11 or visit our website.

OUR RECRUITMENT INITIATIVES

In 2018, we recruited 116 new volunteers as Bigs. In addition to our general efforts to recruit Big Brothers and Big Sisters in communities across Central Kentucky, BBBS Bluegrass has also initiated two unique recruitment efforts over the course of the last two years. We believe that diversifying our volunteer group not only strengthens our ability to serve youth, but also helps bridge the gap between populations that might not otherwise have the opportunity to positively interact on a regular basis.

POLICE OFFICERS AS BIGS



Bigs in Blue is a one-to-one mentoring program that connects youth with police in communities throughout Central Kentucky, building strong, trusting, lasting relationships. These relationships can help build stronger bonds between law enforcement and the families they serve.

In 2018, we presented the Lexington Police Department with the Silvey Award, recognizing their excellence as a BBBS Community Partner. We also held our second annual Dunk-A-Cop event in Richmond with the Richmond Police Department, which was a ton of fun!

"Mentoring our youth is very important – not just for today, but for our future," Lexington Police Chief Lawrence Weathers says. "It's also important for our young people to know that the police are there to help them, to guide them, and to try to make their lives as successful as possible."

MEN OF COLOR RECRUITMENT

At BBBS Bluegrass, young males of color make up more than half of our waiting list, many of whom have been waiting for a Big Brother for more than two years. They come to us with the hopes of finding a mentor who will inspire them to reach beyond their adversity.



In an effort to recruit more men of color to serve as Bigs, we began our Brothers Reaching Back campaign in the spring of 2018. Since the program's inception, we have more than doubled the number of men of color serving as Bigs! But, we still have a long way to go. To learn how you can get involved, visit bbbs-bluegrass.org/reachback or call our office at 859-231-8181.

MEET SOME OF OUR 2018 MATCHES



BIG BROTHER DANIEL + LITTLE BROTHER ANDREZEON

"Andrzeon always looks forward to seeing Daniel. Having a Big Brother is like his escape from everything else that's going on in his life. Andrzeon really enjoys his time with Daniel and is always happy when he's been around him."

– Andrzeon's mother, Lea Nora
Bigs in Blue, Fayette County

BIG BROTHER CARLTON + LITTLE BROTHER WILLIAM

Dear Big Bro,

Thanks for taking time out of your day to spend time with me, and helping with my basketball skills so I can try out for my school team. You taught me not to give up, so I will go harder. It's cool having a Big Brother. Thanks for being there for me. If you can see the invisible, you can do the impossible.

Your Little Bro,
Will

– Will's letter to Carlton
Brothers Reaching Back, Fayette County



PARTNERSHIPS MAKE IT POSSIBLE



VALVOLINE 2018
Presenting Sponsor

Pictured at the 2018 Bowl for Kids' Sake event, from left, are: David Fraley, BBBS Board Member and Valvoline International IT Process and Business Execution; Daryl Love, Valvoline Community Relations Manager; Andrea Ooten, BBBS Bluegrass President/CEO; Mary Meixelsperger, Valvoline Chief Financial Officer; and Tony Puckett, Valvoline Quick Lubes President.

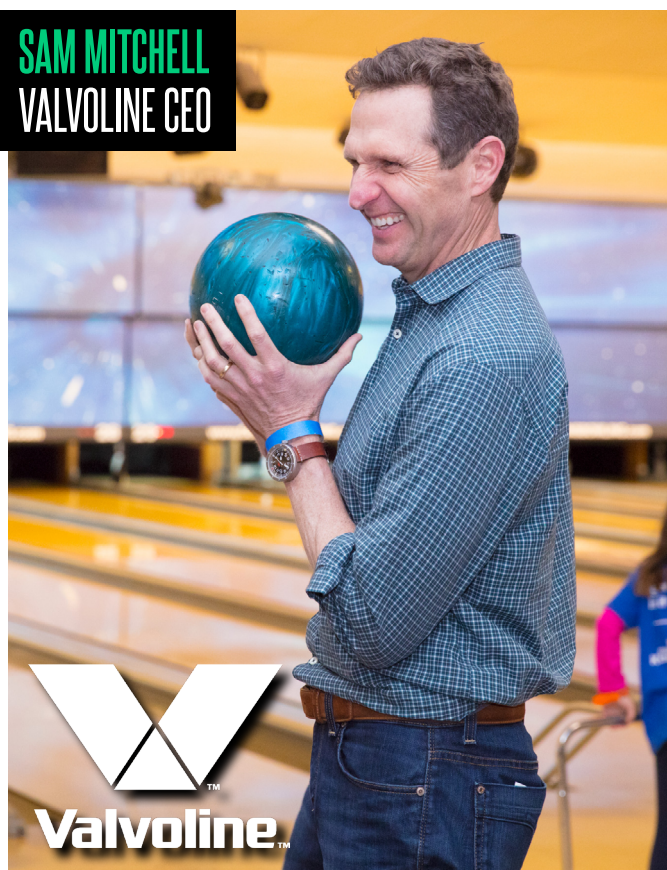
DRIVEN TO SERVE

Valvoline is one of BBBS Bluegrass' largest and longest-running community partners, supporting us in a variety of ways outside of sponsorship. In addition to including BBBS in the company's annual giving campaign, Valvoline employees also regularly participate in Bowl for Kids' Sake, and **collected over \$30,000 for the event in 2018.**

In 2018, we also partnered with Valvoline to recruit employees to serve as Bigs in our School-Plus Program at Breckinridge Elementary School, and have since gained a lot of great new Bigs as a result!

"One of Valvoline's focus areas is to help disadvantaged children and families, as doing so helps build stronger communities," says Daryl Love, Community Relations Manager. "We support BBBS of the Bluegrass because their work of providing role models for kids is proven to have a positive impact on the lives of the kids they serve. BBBS helps kids have a brighter future filled with possibilities."

SAM MITCHELL
VALVOLINE CEO



WE PUT THE FUN IN FUNDRAISING

BOWL FOR KIDS' SAKE

Bowl for Kids' Sake (BFKS) is a longstanding tradition and our largest annual fundraiser, attracting more than 400 individuals from across Central Kentucky each year. **In 2018, we raised over \$115,000 during Bowl for Kids' Sake with the help of our supporters!** Each spring, matches, families, sponsors, and community partners in Fayette, Madison, Montgomery, and Boyle counties come together for an afternoon of bowling, food, drinks, prizes, fun, and memories! For more information on how to get involved, email afairchild@bbbs-bluegrass.org.



FLY AWAY BASH



The Fly Away Bash draws hundreds of people from across Central Kentucky out for a night in support of our cause. For the past two years, this fun, gala-style event has featured an evening full of delicious food and live entertainment at the Aviation Museum of Kentucky. Each guest in attendance has an opportunity to win a trip to a pre-determined destination with the purchase of their ticket, with past events featuring Charleston and New Orleans. Guests also have the opportunity to bid on incredible auction items from some of our region's finest businesses! **In 2018, The Fly Away Bash was a BIG success, raising over \$70,000 after expenses!**

10 FOR 10 CAMPAIGN

In October of 2018 shortly after our rebrand, we launched the 10 for 10 Campaign in an effort to spread the word about our mission and to impact the lives of even more children. For 10 days during the month of October, Defenders from across the region joined forces to share our powerful new messaging, and attempted to raise 10, \$10 donations each. They also had the opportunity to earn swag and win cool prizes along the way. The request was small, but with our powers combined, the outcome was BIG. **In its first year, the 10 for 10 Campaign surpassed its \$10,000 goal by over \$6,000!** The 10 for 10 Campaign will be back in 2019, and we can't wait to see what our Defenders are able to accomplish in year 2!



MATCH EVENTS + ACTIVITIES

MATCH ANNIVERSARY EVENTS

New in 2018, these quarterly events celebrate our matches' anniversaries while featuring food and fun!

LEXINGTON LEGENDS NIGHT

Each year, BBBS Bluegrass gets the opportunity to be a featured nonprofit during a Lexington Legends home game. Our matches get to enjoy this fun evening out at the ballpark!



BIG FUN IN THE FALL

One of our favorite match activities! This fun-filled, outdoor, event is held every fall. Past events have featured ziplining, canoeing, basketball, and more!



CRIMSON CARNIVAL + CRIMSON CHRISTMAS

Transylvania University hosts two events for BBBS throughout the year. Crimson Carnival features fun carnival-style games and activities, while Crimson Christmas provides gifts to kids in need!

MATCH APPRECIATION DINNER

This annual event celebrates our matches with a dinner and other activities, while recognizing our Big Brother and Big Sister of the Year and Community Partner of the Year (Silvey Award). **In 2018, Reggie Smith and Angie Slack were named Big Brother and Sister of the year, respectively, while the Lexington Police Department was presented with the Silvey Award.**

BIKES FOR THE HOLIDAYS

This event, hosted with partners Audi of Lexington, WKYT, Raising Cane's, and the Bluegrass Cycling Club, provides new bikes as gifts to kids in our program. The event has grown exponentially over the years, and we are happy to report that **we were able to give away more than 260 bikes in 2018!**

BIG HOLIDAY CELEBRATION

This annual event is held annually to celebrate the holiday season with our matches and their families. Breakfast is typically provided alongside other fun activities, including a visit from Santa!

PARTNERSHIPS MAKE IT POSSIBLE



KENTUCKY BANK 2018 School-Plus Partner

Pictured above, from left: Butch Emerson, WWB Community Liaison; Louis Prichard, Kentucky Bank President; Seth Salomon, BBBS Past Board Chair and Big Brother; Jay Jones, WWB Principal; Darryl Terry, Central Kentucky Market President; and Little Brother Romel.

INVESTING IN OUR FUTURE

Kentucky Bank has been a dedicated sponsor to BBBS Bluegrass for the past two years through their support of the William Wells Brown Elementary School-Plus Program.

"We are so proud to support a program that pairs adult volunteers with young people in our community. This involvement helps guide students academically and socially. The Big Brothers Big Sisters program at William Wells Brown Elementary showcases how a partnership with our schools can make a big impact on a child's life," said Louis Prichard, Kentucky Bank President and CEO.

WILLIAM WELLS BROWN ELEMENTARY SCHOOL



Attendance has improved for students enrolled in the program. Teachers also report that they are seeing positive impacts in the classroom – both in behavior and academics.

Thank you for supporting Big Brothers Big Sisters of the Bluegrass! Visit us online at www.bbbs-bluegrass.org to sign up for our e-newsletter to keep up with us all year long!

TOGETHER
WE ARE
DEFENDERS
OF POTENTIAL



Big Brothers
Big Sisters.

A BIG Thanks to Our 2018 Corporate Partners + Grant Funders

100 Women Foundation

A. Wilson General Contracting

Audi of Lexington

AVT

Bayou Bluegrass Catering

Beam Suntory

Bechtel Parsons Blue Grass

Big Ass Solutions

Blue Grass Charity Ball

Blue Grass Community Foundation

Bryant's Heating and Cooling

Central Bank

Children's Charity of the Bluegrass

Columbia Gas of Kentucky

Community Development Block Grant
(City of Lexington)

Dean Dorton Allen Ford

Don Jacobs Automotive

ESR Grant (City of Lexington)

Gatewood Gay

Gray Construction

Guardian Security

Heart of Kentucky United Way

Her Knight Foundation

Kentucky American Water

Kentucky Bank

Kentucky Coal Association

Kentucky Eagle

Kentucky Utilities

Marksbury Family Foundation

Messer Construction

Mt. Sterling Kiwanis Club

NAI Isaac

National Christian Academy

Nel Morrison Trust

PNC Bank

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The Walker Company

The Zenith Co.

Toyota

Traditional Bank

United Way of the Bluegrass

Valvoline

Walmart

WKYT

2018

DEFENDERS OF POTENTIAL

